

PIERCE TRANSIT BOARD OF COMMISSIONERS
EXECUTIVE/FINANCE COMMITTEE
Building 4 – Conference Room 1A
April 17, 2014 – 3:00 PM.

AGENDA

CALL TO ORDER

APPROVAL OF MINUTES: March 20, 2014

ACTION AGENDA:

- | | | |
|--------------|--|--|
| 1. FS 14-030 | Authority to Execute a Master Agreement for Public Relations, Marketing and Strategic Communications Support with Moore and Associates | Carol Mitchell
Public Relations Officer |
| 2. FS 14-031 | Authority to Renew the Lease Agreement for Property at 104 th Street Court South with Jenco Development Company | Dena Withrow
Transportation Manager |

STAFF UPDATES:

ADJOURNMENT

**PIERCE TRANSIT
BOARD OF COMMISSIONERS
SPECIAL EXECUTIVE/FINANCE COMMITTEE MEETING**

March 20, 2014

MINUTES

CALL TO ORDER

Chair Talbert called the meeting to order at 3:07 PM.

ATTENDANCE

Commissioners present:

Rick Talbert, Chair, Pierce County Councilmember
Steve Vermillion, Puyallup Councilmember
Don Anderson, Mayor of Lakewood (*arrived 3:08 PM*)
Lauren Walker, City of Tacoma Councilmember (*arrived at 3:12 PM*)

Staff present:

Wayne Fanshier, Chief Financial Officer
Doug Middleton, Chief Operations Officer
Dana Henderson, General Counsel
Deanne Jacobson, Clerk of the Board
Van Sawin, Business Development Officer

Approval of minutes:

Commissioners Vermillion and Talbert moved and seconded to approve the January 6, 2014, minutes as presented.

Motion **carried**.

Action Agenda:

The agenda was re-ordered at the beginning of the meeting to hear FS 14-020 first.

1. FS 14-020, Amending Section 2.04.020 – Members of the Board of Commissioners; Adding new Section 2.04.030 – Filling Vacancies for At Large Representation; and Adding New Section 2.08.110 – Executive Sessions to the Bylaws

Clerk of the Board Deanne Jacobson and General Counsel Dana Henderson presented the proposed revisions.

Commissioners Vermillion and Anderson **moved** and seconded to authorize a “do pass” of FS 14-020 to the May Board Meeting for approval.

Motion **carried**. (Commissioner Walker was not present.)

2. FS 14-019, Election of Chair and Vice Chair

Commissioners Talbert and Anderson **moved** and seconded to elect Commissioner Steve Vermillion as the Chair and Lauren Walker as the Vice-Chair.

Motion **carried**.

DISCUSSION

Van Sawin updated the Commissioners on the following Business Development projects:

- Washington State Fair
- Taste of Tacoma
- Point Defiance Centennial
- US Open
- Workforce Development Transportation Needs

ADJOURNMENT

The meeting was adjourned at 3:34 PM.

Deanne Jacobson
Clerk of the Board

Rick Talbert, Chair
Board Executive/Finance Committee

FACT SHEET – EXECUTIVE/FINANCE COMMITTEE

TITLE: Authority to Execute a Master Agreement for Public Relations, Marketing and Strategic Communications Support with Moore and Associates

DIVISION: Executive

ORIGINATOR: Lynne Griffith, Chief Executive Officer

PRECEDING ACTION: Resolution No. 13-037, Adoption of the 2014 Agency Budget

COORDINATING DEPARTMENT: Public Relations, Marketing, Procurement

APPROVED FOR SUBMITTAL:

Chief Financial Officer

APPROVED FOR AGENDA:

Chief Executive Officer

General Counsel

ATTACHMENTS:

N/A

BUDGET INFORMATION

2014 Budget Amount
\$150,000

Required Expenditure
\$450,000

Impact

Explanation: The 2014 Budget allocates \$150,000 to this project. The three-year Master Agreement includes a one-year agreement with two one-year options for renewal and a not-to-exceed maximum of \$450,000.

BACKGROUND:

The Agency has experienced several years of declining revenues that resulted in major reductions in staff and service to our customers. In addition, two failed ballot measures, a service area boundary reduction, and unfavorable media coverage may have negatively impacted public perception of the Agency and eroded the public's confidence in the Agency's effectiveness. In response, the Board's strategic direction to the agency identified public perception as an area of emphasis. The Agency's 2014-2016 Strategic Plan also includes specific goals and performance measures for improving the community's and customer's perception of Pierce Transit.

Approval of the Master Agreement with Moore and Associates supports the Agency's achievement of these goals. This is a three-year Master Agreement, with Task Orders to be defined and assigned as needed.

SELECTION PROCESS:

To identify a qualified firm to assist with this effort, staff developed specifications for a Request for Proposals (RFP). The RFP was advertised on our website and in a number of other publications, and mailed to over 40 relevant firms. Six (6) proposals were received by the deadline of January 30, 2014. The submittals were reviewed and scored by an internal evaluation committee, and two firms emerged as finalists. These two firms were invited to in-person interviews at Pierce Transit.

Following the in-person interviews, the internal evaluation committee ranked the two finalists. Moore and Associates was the firm that most closely met the Agency's requirements for this project.

Moore and Associates has extensive background working with local and regional transit agencies with similar public relations challenges. Their clients are exclusively public transit authorities or public entities. They have also committed staff resources with the availability and skill set to complement and leverage Pierce Transit's internal capabilities.

The internal evaluation committee was persuaded that Moore and Associates had the experience, resources, approach and expertise to support the creation and implementation of a public perception strategy that aligns with Pierce Transit's 2014-2016 strategic goals. The combined impact of their written proposal, in-person interviews, relevant work samples, references, and reasonable fees made them a credible and cost-effective alternative.

ALTERNATIVES:

1. The alternative would be to forego awarding a contract and re-solicit for additional proposals. However, with the extensive outreach for this RFP, it is doubtful that better results would be achieved.
2. Do not approve contract.

RECOMMENDATION: Authorize the Chief Executive Officer to enter into and execute a three-year Master Agreement (with two one-year options for renewal) with Moore and Associates for Public Relations, Marketing and Strategic Communications Support with the total amount of the full contract not to exceed \$450,000.

Executive/Finance Committee Action:

Approved: _____

Disapproved: _____

Steve Vermillion, Chair
Executive/Finance Committee

ATTEST:

Deanne Jacobson,
Clerk of the Board

FACT SHEET – EXECUTIVE/FINANCE COMMITTEE

TITLE: Authority to Renew the Lease Agreement for Property at 104th Street Court South With Jenco Development Company

DIVISION: Operations

ORIGINATOR: Doug Middleton

PRECEDING ACTION: Resolution No. 99-062, Ratification of Lease Agreement for Property at 104th Street Court South for Specialized Transportation Service; Resolution No. 04-006, Authority to Renew the Lease Agreement for Property at 104th Street Court South with Jenco Development Company; Resolution No. 13-037, Adoption of the 2014 Agency Budget

COORDINATING DEPARTMENT: Specialized Transportation, Procurement

APPROVED FOR SUBMITTAL:

Chief Financial Officer

APPROVED FOR AGENDA:

Chief Executive Officer

General Counsel

ATTACHMENTS:

None

BUDGET INFORMATION

2014 Budget Amount
\$131,081

Required Expenditure
Approx. \$66,300

Impact
See below

Explanation: The required expenditure amount reflects the period from July 1 through December 31, 2014 only. The 2014 Budget Amount is for the entire Fiscal Year 2014.

BACKGROUND: This resolution requests authority to renew the lease agreement with Jenco Development for the property at 104th Street Court South for continued use by the ADA paratransit service provider.

Pierce Transit provides specialized transportation for disabled and elderly passengers that are unable to use fixed route service. Approximately 70% of the service is provided by a contractor using Pierce Transit vehicles. In order to save costs and to provide a level playing field for ADA paratransit services proposers, Pierce Transit leases office, maintenance and parking space for use by the service contractor.

The current lease expires on June 30, 2014. Since the space meets Pierce Transit's operational criteria of close proximity to Pierce Transit, easy and close access to the freeway, sufficient parking and a fueling facility, staff recommends renewing the lease for a three-year period, with option to negotiate additional periods as needed. The lease includes the ability to terminate by providing the landlord with a 120 day advance notice prior to the end of each lease year should the space no longer be needed.

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The monthly rent will be \$9,550 for the three-year extension period. In addition to the monthly rent, triple net charges will be approximately \$1,500 and will cover such items as real estate taxes, insurance, common area repair, maintenance, landscaping, electricity, water/sewer and garbage.

ALTERNATIVES: The alternative would be to renew the lease for one year only and look for an alternate property, however, the property meets our needs. Staff has looked for other properties meeting our requirements in the past without success.

RECOMMENDATION: Authorize renewal of a three-year lease agreement for property at 104th Street Court South with Jenco Development Company, effective July 1, 2014 through June 30, 2017.

Executive/Finance Committee Action:

Approved: _____

Disapproved: _____

Steve Vermillion, Chair
Executive/Finance Committee

ATTEST:

Deanne Jacobson
Clerk of the Board